

department of health and senior services



**risk  
communication/  
media training  
seminars**

june - july, 2006



Center for Emergency Response and Terrorism  
[www.dhss.mo.gov](http://www.dhss.mo.gov)

severe

high

elevated

guarded

low

# missouri emergency preparedness

is your organization prepared for a health emergency or act of terrorism in the state of missouri?



## risk communication/media training

Knowing what to say to the media, when to say it and how to structure key message points is vital for an organization responding to a public health emergency. The Department of Health and Senior Services' (DHSS) Center for Emergency Response and Terrorism is sponsoring media and risk communication training seminars across the state.

Our basic Crisis and Emergency Risk Communication (CERC) course will be offered once this year in Jefferson City. This informative day-and-a-half seminar is designed to increase your familiarity and that of your agency with communication principles and tools as they relate to emergency risk communication. Your attendance will help ensure that Missouri is as prepared as possible in the event of a public health emergency. The training will also help with general media relations.

The Advanced Crisis and Emergency Risk Communications (ACERC) course will be offered in multiple locations across Missouri. Smaller in size than the CERC class, this day-and-a-half workshop will include a brief refresher on CERC principles but will focus on hands-on, interactive activities for participants. The majority of our work will focus on building media skills during a crisis, and will include on-camera exercises. This class will also focus on the role and impact of leadership during a crisis.

## who should attend?

Public health agency staff members responsible for developing a communications plan, preparing messages, delivering messages or collaborating with other groups are invited to attend the CERC class. The class is also recommended for public relations representatives from area hospitals and members of public safety or law enforcement agencies. The ACERC class is recommended for Local Public Health Agency (LPHA) Administrators, designated spokespeople during an emergency situation, public information officers, or those individuals who have completed the CERC course.

What should  
you do before  
an emergency?

during an  
emergency?

after an  
emergency?

## what to expect?

- ◆ There is no charge to participants for the class.
- ◆ The CERC and ACERC classes last one and one-half days.
- ◆ Classes mix a variety of learning formats including scenarios, group work, individual work and lecture.
- ◆ An emphasis is placed on message development and practice sessions are conducted to involve as much of the group as possible.
- ◆ Candid conversations are encouraged to promote and support emergency risk communication planning.
- ◆ Professional trainers from a St. Louis strategic communications firm will conduct the classes.

## about the training

The trainings are part of DHSS' initiatives through the Centers for Disease Control and Prevention's (CDC) bioterrorism grant to increase the capacity of state and local public health agencies and communities to provide public information during a terrorism event or other public health threat. This training will take you one giant step forward toward being more prepared.

"My confidence in meeting with the media has been increased greatly."

"I would recommend this course to my colleagues."

## seminar information

"Of all trainings I've been through this was by far the most interesting and most informative."

The extent of the instructors' knowledge and insight is to be commended."

All seminars are a day-and-a-half long. **Registration begins at 8:00 a.m. both mornings.** The first day of the seminar will begin at 8:30 a.m. and end at 4:30 p.m. Day two of the seminar will run from 8:30 a.m. to noon.

**Please attend the class that is most convenient to you. Space is limited; please enroll early. Registration forms must be received seven (7) days before the selected training seminar.**

**There is no registration fee for this class.** Lunch and snacks will be provided. Participants will be responsible for their travel expenses.

## seminar dates and locations

**Please make your own hotel accommodations.**

### Basic CERC Training July 11 & 12, 2006 Jefferson City

Columbia College  
3314 Emerald Lane  
Jefferson City, MO 65109  
573-634-3250 (T)  
573-634-8507 (F)

### Advanced CERC Training June 20 & 21, 2006 St. Louis

St. Louis Marriott West  
660 Maryville Centre Drive  
St. Louis, MO 63141  
314-878-2747 (T)  
314-878-3005 (F)  
Government Rate: \$101.00

### Advanced CERC Training July 18 & 19, 2006 Springfield

Courtyard Springfield Airport  
3527 West Kearney  
Springfield, MO 65803  
417-869-6700 (T)  
417-869-9052 (F)  
Government Rate: \$65.00



### Advanced CERC Training June 27 & 28, 2006 Kansas City

Hilton Garden Inn Independence  
19677 Jackson Drive  
Independence, MO 64057  
816-350-3000 (T)  
816-350-3535 (F)  
Government Rate: \$87.00

### Advanced CERC Training July 25 & 26, 2006 Jefferson City

Columbia College  
3314 Emerald Lane  
Jefferson City, MO 65109  
(573) 634-3250 (T)  
(573) 634-8507 (F)



Missouri Department of Health and Senior Services  
Risk Communication/Media Training Seminar  
**Registration Form**

THERE IS **NO REGISTRATION FEE** FOR THIS SEMINAR. LUNCH AND SNACKS WILL BE PROVIDED.

**1** PLEASE **PRINT CLEARLY** THE FOLLOWING INFORMATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Agency or Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Include my name on the participants list ☐ yes ☐ no

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email | | | | | | | | | | | | | | | | | | | | | |

Dietary Restrictions or Accessibility Needs, if any \_\_\_\_\_

**2** CHOOSE YOUR SESSION

☐ **Basic CERC Training**  
**July 11 & 12, Jefferson City**  
Columbia College

☐ **Advanced CERC Training**  
**June 20 & 21, St. Louis**  
St. Louis Marriott West

☐ **Advanced CERC Training**  
**June 27 & 28, Kansas City**  
Hilton Garden Inn - Independence

☐ **Advanced CERC Training**  
**July 18 & 19, Springfield**  
Courtyard Springfield Airport

☐ **Advanced CERC Training**  
**July 25 & 26, Jefferson City**  
Columbia College

**3** THREE WAYS TO REGISTER

**MAIL** YOUR COMPLETED FORM TO:  
MISSOURI DEPT. OF HEALTH & SENIOR SERVICES  
CENTER FOR EMERGENCY RESPONSE  
AND TERRORISM  
P.O. Box 570

JEFFERSON CITY, MO 65102  
**PLEASE MAKE A COPY OF THIS ENTIRE FORM  
FOR YOUR REFERENCE BEFORE MAILING IT.**

**FAX** YOUR COMPLETED FORM TO:  
573-522-8636.

REGISTER **ONLINE** AT  
[www.dhss.mo.gov/BT\\_Response/risk\\_comm06.htm](http://www.dhss.mo.gov/BT_Response/risk_comm06.htm)

**4** ARE YOU:

LPHA ADMINISTRATOR

☐ Yes ☐ No

DESIGNATED SPOKESPERSON

☐ Yes ☐ No

PAST PARTICIPANT IN BASIC CERC TRAINING

☐ Yes ☐ No

PUBLIC INFORMATION OFFICER

☐ Yes ☐ No

## who should attend?

- ◆ The Basic CERC course is designed for state and local public health employees responsible for disseminating vital public information, emergency response personnel in charge of communicating to the public and hospital public relations directors.
- ◆ The Advanced CERC course is designed for LPHA Administrators, designated spokespeople during an emergency risk situation, public information officers, or those who have attended the basic CERC course.

## registration deadlines

Registration for all seminars is due to the DHSS office  
**NO LATER than 5 p.m.  
seven days (7) prior to  
the seminar date.**

FOR MORE INFORMATION, CONTACT  
**MARY KAY HAGER AT THE DHSS  
CENTER FOR EMERGENCY  
RESPONSE AND TERRORISM  
AT 573-526-3798 OR  
[mary.kay.hager@dhss.mo.gov](mailto:mary.kay.hager@dhss.mo.gov)**